

What People Are Saying About *Guerrilla Music Marketing, Encore Edition* ...

"With all the music biz hype, success schemes, and so-called star-making deals out there, Bob Baker's newest *Guerrilla Music Marketing* book cuts through the nonsense and zeros in on the key elements of marketing a successful indie music career. A powerhouse of ideas sure to help you grow your fan base and live your dreams."

—**Jeri Goldstein**, author of *How to Be Your Own Booking Agent*

"Any musician looking for ways to get their music out to more people — and make more money doing it! — should buy Bob's *Encore Edition* book and take notes. Great stuff!"

—**Nyree Belleville**, author of *Booking, Promoting & Marketing Your Music*

"Every one of my clients has to own this book, and any musician that seriously wants to succeed in the new music marketplace needs to own a copy. Packed with real-world examples of how real musicians are earning good money. A host of clever ideas." —**Joe Taylor Jr.**, author of *Grow Your Band's Audience* and *Host Your Own Concerts*

"I love this book because it offers dozens of inspirational indie success stories, but more importantly, it backs them up with simple, practical steps to help artists of all genres achieve success. It should be required reading for all working musicians."

—**Steve Denyes**, indie singer-songwriter and author of *Gigging for a Living*

"Whether tackling music marketing ideas, publicity tips, internet promotion strategies, or inspirational empowerment, Bob Baker is the man! *Guerrilla Music Marketing, Encore Edition* brings all of the essential elements for complete success as an independent musician into one powerful book. Highly recommended!"

—**Tom Leu**, author of the Musician's Corner® resources

"Bob empowers independent artists with an arsenal of creative, rock-solid techniques for getting music heard and optimizing merchandise sales. Whether you're a kazoo player in a garage band or a VP at an indie label, you will undoubtedly discover liquid gold in Bob's work."

—**Mike Bouteneff**, editor of the GarageSpin.com blog

"Wow! What an incredible book! Bob's advice is clear, his stories inspiring, and his knowledge of both business and motivation will keep you going for years to come. His easy, entertaining style makes you feel like you're talking to a wise friend who's got just the right information to help you. Follow even one or two of the superb strategies presented in this book and there is no doubt that you will see substantial rewards. This is a book you could build a career on."

–**Steven Memel**, voice and performance coach

"Written by one of the original indie movement gurus, *Encore Edition* provides the tools you need to attract more fans and achieve major success (without a label) by inspiring and empowering you to tackle the daunting business of music on your own terms. Bob pulls back the curtain and unveils the secrets that have enabled him and many other independent artists to survive and thrive."

–**Danica L. Mathes**, entertainment attorney and adjunct professor of entertainment law at Washington University School of Law

"When I read Bob's *Guerrilla Music Marketing Handbook*, I thought it couldn't get any better than that. Well, I was wrong! *Guerrilla Music Marketing, Encore Edition* is the perfect follow-up and complements the *Handbook* perfectly. An invaluable resource for any indie band, manager or promoter." –**Lee Micai**, Porkpie Productions

"Clear and concise, with a hook, line and sinker on every page. Bob's unique writing style put me into an information feeding frenzy. I couldn't read fast enough." –**Kat**, founder of MusicRaven.com

"Bob's advice is truly brilliant stuff. If you read only one book this year, make sure it is this one. It will mean the difference between your music (and bank account) sinking and swimming."

–**Kevin Downing**, guitarist, teacher, author, and columnist for *New Zealand Musician Magazine*

"Inspired and supported by the *Guerrilla Music Marketing Handbook*, we started an indie label to support our band, and since then have launched two CDs. We're so pleased to have the *Encore Edition* to take us to the next level and beyond! Bob's suggestions allow us to sift through all the 'chaff' of the industry and focus on what is important and truly helpful in getting our music out there.

Thanks for all the 'sound' marketing advice!"

–**Ariane Wolfe**, president of Asylum Arts Records

**From the author of the bestselling
*Guerrilla Music Marketing Handbook***

Guerrilla Music Marketing Encore Edition

*201 More Self-Promotion Ideas, Tips
and Tactics for Do-It-Yourself Artists*

Bob Baker

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Manufactured in the United States of America

*This book is dedicated to you, the independent musician.
Because of your tireless efforts to create great music
and share it with others, you are fueling the independent
music revolution that is sweeping the planet.
Stake your claim. You deserve it!*

Acknowledgements

Thanks to all of the musicians and music pros who shared their tips and success stories within these pages. I also want to express my appreciation for indie movement torchbearers such as Derek Sivers, David Hooper, Joe Taylor Jr, David Nevue, Madalyn Sklar, Peter Spellman, David Wimble, Jeffrey P. Fisher, Suzanne Glass, “Notorious” Liz Koch, Daylle Deanna Schwartz, and Jeri Goldstein — for encouraging artists to carve their own paths in the music business.

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In the same way that songwriters have musical influences, authors have writers whose words and ideas have influenced them too. I include Wayne Dyer, Jay Conrad Levinson, Seth Godin, Tony Robbins, Earl Nightingale, Stuart Wilde, Barbara Winter, Al Ries, Jack Trout, Alan Cohen, Marianne Williamson, and Mike Dooley among my verbal mentors.

Thanks to Christine Frank and Bobette Kyle for their awesome suggestion to call this sequel book the “encore edition.” And finally, a big thanks to my friends and colleagues at the St. Louis Publishers Association. You all inspire me!

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Introduction

This book is a tangible example of independent success and self-empowerment. It exists today because years ago I ignored traditional advice and took the publishing road less traveled.

I tell you this to make a point: Taking the independent, do-it-yourself route works. And a growing number of singers, songwriters and bands (as well as writers, artists, filmmakers and more) are making it work for them as well.

My goal with this book is to give you the inspiration, ideas, tips and tools you'll need to forge your own path with music.

The Guerrilla Music Marketing Story

For 10 years I published a music magazine in St. Louis, Missouri. In the early 1990s I started writing a series of monthly columns that offered tips and advice on building a successful music career. My musician readers gave positive feedback on them, which encouraged me to write more. In 1996, I took more than a dozen of the best columns and compiled them into a book I called the *Guerrilla Music Marketing Handbook*.

I had little knowledge of the book publishing business and, frankly, had no interest in putting together a book proposal, seeking out a literary agent, or enduring a parade of rejection

letters from publishing companies. So, I decided to put out the book myself.

It wasn't pretty. The first edition was published in an unimpressive-looking, bare-bones, three-ring binder. At first, I averaged only a few sales per month, but the response from readers was immediately favorable. The *Guerrilla Music* book was one of the early titles that didn't focus on "how to get a record deal" and instead encouraged artists to take a more creative, hands-on approach to marketing and career development.

Finding My Own Way

When it came to promoting the book itself, I practiced what I preached and steered clear of many traditional steps. For one, I never pursued retail distribution in bookstores — something most authors consider to be a requirement. Instead, I decided to use the Internet as my primary exposure and sales tool. My goal was to bypass the standard channels and take my message directly to the people who needed to hear it the most: readers and buyers.

Also, I wasn't concerned with making a big splash with the "launch" of the *Guerrilla Music Marketing Handbook*. Book publishers typically allot a two- to four-month window during which they heavily promote a new title (similar to how record labels handle new CD releases). The idea is to strike while a book is still considered "fresh."

I, on the other hand, took a long-term approach. I started small and watched the book's popularity slowly grow over the ensuing decade. Every couple of years, I added to and updated the chapters, improved the format and design, and continued to get the word out via the Internet and periodic speaking events.

Over the years the book has seemingly taken on a life of its own. Through word-of-mouth recommendations, magazine reviews, widespread exposure on the Internet, and nice perks like a cameo in the movie *The School of Rock* ... the *Guerrilla Music* book has become my bestselling title and is largely responsible for me living my dream of being a full-time author. And there's no sign of the buzz slowing down — sales continue to grow every year.

Yes, going the independent route has been very good for me. And I'm convinced that it can be very good for you as well.

This *Encore Edition* is the follow-up (a sequel, if you will) to that successful title. It contains an extensive collection of ideas, tips and real-life examples that I've written about in the years since the first book was published. It is my hope that you find this volume every bit as inspiring and motivating as the first one.

Before we jump into the meat of the upcoming chapters, I'd like to offer a few ideas that will help lay a solid foundation for the information that follows.

The True Meaning of INDIE

We hear the term "indie" bounced around a lot these days. It's become quite a trendy word (although some of us have been preaching about it for more years than most). So, let me ask you ...

What's your definition of indie?

Many people think of it as a reference to a musician, small record label, or film company without an affiliation with a major corporation. That's true, but I believe it has a much deeper meaning than that.

(By the way, “indie” is an abbreviation for “independent.” The “ie” at the end is the proper spelling, as opposed to “indy,” which is usually a reference to Indiana or Indianapolis — as in the Indy 500. There’s your grammar lesson for the day.)

I think of indie in much the same way I think of the term “guerrilla.” It’s more than a simple, surface-level reference to your financial backing. I believe it’s a state of mind and a way of life you must bring to your entire pursuit of music.

The best way to explain my angle on this is to use an acronym. So here’s my definition of I-N-D-I-E, with every letter standing for a separate concept (and I didn’t even use the word “independent,” which was tempting considering I had two I’s to work with).

I – Inspired

To embrace the indie frame of mind, you must be inspired. You have to know in your gut that music is what you are meant to do. You must become energized when writing, recording and performing your music. Hopefully, this is something you already experience fully, without having to force yourself to feel that way.

When this kind of natural inspiration comes over you, it’s a sure sign that you’re on the right path. And you will need this desire to carry you through the ups and downs that you will surely encounter as you pursue music on your own terms.

N – Nontraditional

Indie musicians don’t mind learning about what has come before, and they are happy to listen to the “rules” that others say are required to have a successful music career. However, the smartest indie artists keep their minds flexible and constantly question whether the supposed “rules” of the past

really apply to them. They actually develop a mindset that seeks out the road less traveled. And when they spot a good idea that's off the traditional path, they fearlessly go after it without apologies.

D – Determined

Successful indie artists are fixated on their goals and determined to reach them. They leave room to veer from the original plan, when needed, but they are steadfast in their desire to produce great music, reach fans, sell more CDs, etc. With this attitude, obstacles become short-term learning experiences along the road to higher levels of success.

I – Innovative

Being indie means thinking outside of the proverbial box and looking at fresh opportunities from every angle. It means not promoting yourself the same way a thousand other acts have. It means being resistant to knee-jerk marketing tactics and open to new ideas and overlooked avenues for exposure.

E – Empowered

Indie musicians don't wait for someone or something else to come along and rescue them. They don't pray for a "lucky break" or to "be discovered." They know to the core that the power to succeed with their music resides inside of them. And they understand that it's their mission to tap into that personal power and use it to share their music with the world.

Let's recap my definition of INDIE:

I — Inspired

N — Nontraditional

D — Determined

I — Innovative
E — Empowered

Commit this acronym to memory. Better yet, make photocopies of the previous two or three pages and pin them up where you'll see them every day.

Being INDIE has nothing to do with what company you are or are not affiliated with. It has everything to do with how much you take control of your own life and take steps to build the kind of music career you deserve.

Which brings me to another crucial concept ...

Your #1 Success Tool

Let me ask a few more questions. Do things come easily for you? Or do you struggle to get ahead? Do you find new creative opportunities every day? Or only more obstacles to success?

The way you answer these questions can reveal a lot about the way you think and process your world.

As I ponder this topic, I'm reminded of a quote from Dr. Wayne Dyer, author of *The Power of Intention*, *Real Magic* and other fine books:

"What you focus on expands in your life."

It's true. Whenever you concentrate on or obsess over a particular thought or attitude, you attract more of that thought or attitude — like a magnet. And better (or worse) yet, those mental images often materialize.

In a very real sense, thoughts become things. In the same way that the idea for a song becomes a tangible recording or

the idea for a story becomes a novel, so do your attitudes and beliefs manifest themselves in the real world.

Another thing that Dr. Dyer recommends: State your goals in terms of what you are *for*, not what you are against. For instance, instead of being against war, be *for* peace. Instead of being anti pollution, be *for* a clean environment. That simple switch in perspective can steer your entire manner of tackling the issue.

This attitude can also be applied to your music career. Are you against corporate rock, or *pro* indie music? Do you rail against commercial radio, or show support *for* community stations?

Some may think this is empty, semantic flimflam, but I think it goes much deeper than that.

Getting Off the Ground

Consider the Wright brothers. They did not make aviation history by focusing on the “staying on the ground” of things. If they had, their early failures would have convinced them that human flight wasn’t possible. They made history by concentrating on what they wanted: the flight of a powered airplane.

Do this with your pursuit of musical success ... and with life in general. Focus on the positive outcomes you fully expect to materialize. As you get in the habit of doing so, you will become aware of and attract to you all sorts of wonderful “coincidences.” Your accomplishments will grow. Small successes will breed larger ones. Amazing things will begin to happen to you.

But if you elaborate on how hard it is to succeed, how little money there is to go around, how much competition you face ... I guarantee you will attract a river of real-life examples to

prove your negative claims. You'll start hanging out with people who share your pessimism, you'll put out vibes that you're cynical and lack confidence. People will "sense" you're someone they don't want to work with, much less help.

Your circumstances are a merciless mirror of the thoughts you've had, the decisions you've made, and the actions you've taken to this point in your life. What do you think of the reflection you're seeing these days?

If you'd like to get better results, start examining the thoughts you focus on. Paint brighter, more empowering mental pictures. Be more upbeat in your conversations with others. Expect to uncover more opportunities. Concentrate on the end results you desire. Raise your energy level.

Then watch the material world slowly take on the shape of your inner world of positive ideas.

Are You Ready for Indie Success?

Keep these ideals of personal empowerment and self-reliance in mind as you read the rest of this book. Use the examples and tips I provide to fuel your own generation of newer and better ideas. Then, most importantly, get busy putting your best marketing and career plans into action.

Again, this book exists because of a success story born from a decision to take a less traveled, independent path. I hope it inspires you to take a similar path, and that it leads to musical accomplishments that exceed even your most ambitious expectations.

To your success!

-Bob

Thanks for reading this sample version of my book!

The full 228-page version of [Encore Edition](#) delivers an arsenal of low-cost, high-impact promotion ideas for do-it-yourself, empowered musicians just like you. Within its pages you'll uncover creative ways to **get exposure, connect with fans, sell CDs, and make more money with your music!**

What the Pros Are Saying About *Encore Edition* ...

"A mother lode of proven techniques to give your music the competitive advantage it needs. Two thumbs way up!"

-Peter Spellman, director of Music Business Solutions and author of The Self-Promoting Musician

"This new book is a must-have for musicians who want to work at success, and not just dream about it."

-Michael Laskow, CEO of TAXI

"Bob delivers the goods to grow your fan base, sell more music, and build your career. Apply these tips and succeed; ignore them and fail. It's that simple."

-Jeffrey P. Fisher, author of Ruthless Self-Promotion in the Music Industry

"Powerful, useful tips that are sure to generate results for any musician."

-Madalyn Sklar, GoGirlsMusic.com

"Full of creative tips to help you market your music. This book is organized in a way that makes it easy to navigate."

-Daylle Deanna Schwartz, author of I Don't Need a Record Deal! and Start & Run Your Own Record Label

"Want to make a career out of music? Just follow the steps in this book."

-John Buckman, founder of Magnatune

"Bob presents his ideas in a way that makes indie musicians clearly understand that success is possible."

-David Wimble, editor, The Indie Bible

What you'll find in *Guerrilla Music Marketing, Encore Edition*:

Section 1: Independent Marketing Ideas and Self-Promotion Tools

In this first section, Bob cuts to the chase and dishes out a heap of use-them-now tips and ideas to help you get exposure and reach fans. You'll find countless ways to sell more CDs and merchandise, dozens of real-life marketing examples from artists who are out there making big things happen, and many little-known ways to uncover killer promotion strategies ideally suited for your act.

Section 2: Online and Offline Publicity Tactics

Wanna get more media exposure? Have you run into roadblocks in your search for publicity? Perhaps you don't even know where to start. This section demystifies the music PR machine and breaks it down so you understand how the media works, where you fit in, and what to do when you contact media people. This section alone will transform you from a media dud into a media darling!

Section 3: Internet Promotion Strategies

Forget all the techno-babble and complicated crap you've read about marketing on the Internet. Bob shares his unique perspective on using the Net to seek out the music fans most likely to be attracted to your distinct style of music -- and how to use simple, affordable tools to communicate with them online. Using basic e-mail, simple web site strategies and common sense, you can become an Internet marketing powerhouse.

Section 4: Empowering Ideas and Mental Kick-Starts

Ask any professional athlete and they'll tell you: The mental game is every bit as important as the physical game on the playing field. If your mind is cloudy, if your ideas are stale, if your attitude is sluggish ... you'll have a tough, uphill battle ahead of you.

More than any other author, Bob Baker is known for his ability to keep musicians focused, enthusiastic and energized about the incredible creative path they've chosen for themselves. In this final section (and throughout the book, for that matter), you'll get a mega-dose of inspiration that will keep you buzzing for months on end. It'll give you the energy you'll need to put all the great marketing ideas you've come up with into action.

FREE Bonus – For a Limited Time

Guerrilla Music Marketing LIVE: The Independent Path to a Successful Music Career

Recorded live in Nashville, this one-hour workshop on CD offers Bob's most potent advice on how to approach an indie music career. Highlights include:

- **Why it's never been a better time to be an indie musician**
- The most important thing you need to be worthy of a longterm career
- **Why you shouldn't buy into the music biz "rules" you've always been taught**
- If you think it's all about money, connections and clout ... think again.
- **How to really take control of your career**
- The perfect cure for the shy, uncomfortable self-promoter
- **How to become a fan-building machine**

This one-hour audio of Bob's live workshop (which many people paid \$299 to attend) is yours FREE -- when you order the paperback version of *Guerrilla Music Marketing, Encore Edition* now!

Order securely online now

Guerrilla Music Marketing, Encore Edition

6" x 9" paperback book - 228 pages

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